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# GLADIOLUS

1941



Edward C. New

13 Frank Street

Warsaw, New York





# *Glad Greetings for 1941*

We are pleased to have the opportunity to present you with our new Catalog for the Spring of 1941. We believe you will surely find herein, varieties that you will be proud to have growing in your gardens this coming season; several of which will be bound to be popular for many years to come. It is difficult to express all our thanks in this short space, to the many friends of ours, who have visited us during the past season, and those who have expressed their appreciation for our efforts to send them fine bulbs of several choice varieties. We are deeply gratified indeed.

**NEW VARIETIES.** You will notice that we are featuring an extra fine assortment of new releases from various originators. Some of these you have already heard or read about, and it is reasonably certain that all will be grown in quantity as soon as enough stock is available to supply the demand. These have all been carefully tested so as to be sure how they will respond under average growing conditions, right out in the field along with standard sorts. We heartily agree with some of our grower friends, who have maintained that no one hybridizer has a monopoly on quality. We feel that the efforts of all the hybridizers have contributed materially to the popularity of the present day gladiolus.

**EXHIBITING.** We have never tried to grow extra heavy spikes expressly for this purpose. We know it is possible, with special cultural methods to grow wonderful spikes from even some of the older, mediocre varieties, also amazing results are obtained thereby with some of the newer ones that grow to a good height under average conditions. We found time this year to attend some major shows, which we enjoyed immensely. We had moderate sized trade exhibits at the Maryland, Michigan and Ohio Societies Shows. We are pleased to report that we received very much favorable comment from those who saw our glads. All the gladiolus which were shown at these exhibits of ours were field grown, cut and handled the same way as we handle all our cut-flowers for commercial use.

**BULBS.** Where do the best bulbs come from? We believe that all fairly well known growers are striving to produce the best quality possible. So again we say that no single grower has a monopoly on quality. We have received very fine stock from all around this country of ours. We try to have as good as the best. Our practice is to grow on fresh, new soil each year. Our storage is such that we can control the temperature, and therefore keep the bulbs at a cool temperature until planting time. Means are provided for proper ventilation and circulation of air. Thrips are not prevalent in this locality, perhaps due to the fact that we are located in a general farming section where no other glads etc., are being grown. Also the winters are always cold and therefore thrips do not live over outside.

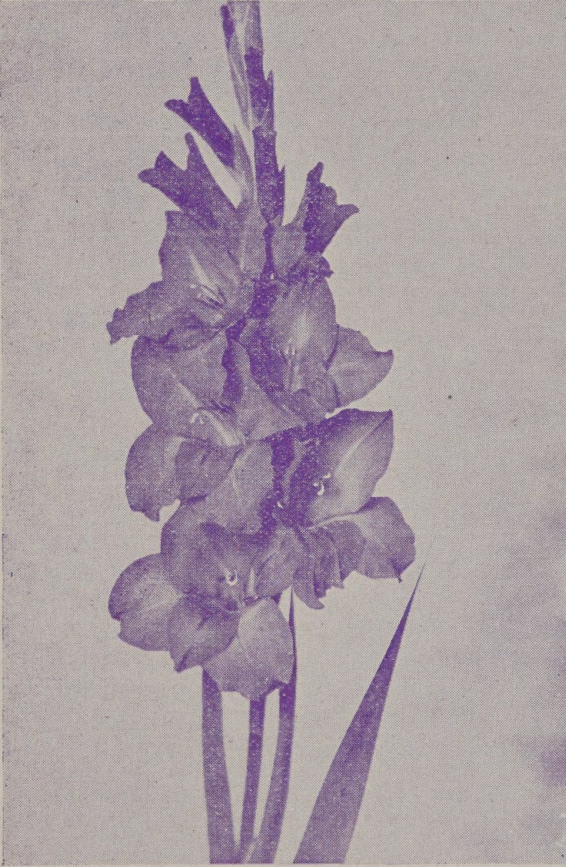
**OUR GUARANTEE.** If after receiving the bulbs from us, you find anything that displeases you, notify us at once and we will adjust any complaint to your complete satisfaction. Our stock is represented to be true to name, free from injurious diseases and insect pests, including Gladiolus Thrips. Due to so many conditions beyond our control, we cannot be responsible for the crop, therefore we are only responsible to the extent of the original purchase price.

**TERMS.** Cash with order, or 25% with order and balance C. O. D. or at time of shipment. All items are quoted postpaid. Liberal extras are given always.



## AMERICAN COMMANDER

This picture will give you an idea of what to expect from small bulbs of American Commander. It is an unusually vigorous variety, and you will find that all sizes of bulbs produce very fine spikes. In fact one well known grower has for the past two seasons been shipping three foot spikes of American Commander to the market, grown from BULBLETS. This same grower invested a sizeable amount two years ago for the express purpose of commercial culture. After two seasons trial he



feels that he has made a very good investment, and has as yet sold no bulbs, only cut-flowers. He told us that his shipments of this variety yielded a much larger price per dozen than anything else that he shipped, and he grows most of the good ones. This fact, together with the fact that American Commander is a uniform producer of good tall spikes that ship and open well when cut tight, makes it a variety that you will be glad to grow in quantity. Now the price is reasonable enough so that you can afford to secure enough stock to give you a good start in a most profitable variety.

To those of you who have not had the opportunity to see American Commander growing or in the showroom, we will describe its features. Color: a rich red, self color, no markings or flakeing. A color that seems to take well everywhere. Not a dark red, nor is it an orangy or sal-

mony red. Growth: taller than any variety we have grown. It really stand out in the field. Uniformity and vigor are some of its desirable features. Visitors seeing it in our field this summer were amazed to find that there was really a variety that showed this tendency so strongly. Foliage: broad, dark green and healthy. Stem: stout and straight, uniformly so. Flower head: long and well proportioned. From the larger sized bulbs, usually carrying twenty buds with six to ten open in good condition. Floret: plain petaled, size being often above six inches. Propagation: good. Produces bulblets better than the average red. Bulblets are of moderate size, but germinate well and produce bulbs of good size and shape. Bulbs keep well. Blooming date: midseason, about 80 days.



## SOME OF THE REPORTS WE HAVE RECEIVED



**American Commander just coming into bloom.**

Type of soil: Wooster gravelly loam;  
Fertilizer: 5-10-5, 350 lbs. per acre  
at time of planting. Rainfall moderate

Wisconsin. From E. A. Lins, Spring Green Post, American Legion Trial Grounds: "American Commander gave us fine performance again this year. I saw the Champion spike of American Commander at the West Virginia Show and it was a marvel."

Ohio. "Several people saw the spikes produced from No. 6 bulbs of American Commander which we got from you last spring, and were surprised to know that such spikes came from such small bulbs. Next year these bulbs should really go to town."

New Jersey. "I must get some more of your American Commander. When people see it they simply go for it."

Kentucky. "The American Commander you sent me stood up under very adverse conditions, yet its performance was exceptional. Without a doubt American Commander has real vigor and stamina and in every way proved the most outstanding red variety in the garden. I might add that I grew more than 25 red varieties. Also the variety proved exceptionally uniform in behavior."

California. "We liked our American Commander very much. It is an unusually large and taal gladiolus, which is very much in its favor, and the color is good, making it very outstanding in the garden. It grew better than any other new variety that we put in last year."

Illinois. "Your American Commander has quality. Shows real merit and should become very popular."





For exhibition purposes AMERICAN COMMANDER will hold its own and stand out anywhere. We do not grow under high cultural conditions for exhibition, but have learned that it has the quality to win, this was demonstrated at the West Virginia Society Show this past season where the award for the best spike in the show was given to a spike of AMERICAN COMMANDER. The owner of this winning spike only had ONE bulb growing, therefore was unable to make his selection of spikes for exhibition from several as is the usual procedure. We again suggest that you try AMERICAN COMMANDER alongside any other red or several reds that you consider good. Try enough bulbs of each in various sizes so that you will have a real test.

Following are prices of AMERICAN COMMANDER. If you wish three to five bulbs of a size you may purchase at the 10 rate. To find the 100 rate, multiply the 10 rate by 7. 25 bulbs of a size may be purchased at the 100 rate.

No. 1—each.....	\$1.00	10 for .....	\$8.00
No. 2—each.....	.80	10 for .....	6.40
No. 3—each.....	.60	10 for .....	4.80
No. 4—each.....	.40	10 for .....	3.20
No. 5—each.....	.30	10 for .....	2.40
No. 6—each.....	.20	10 for .....	1.60

Bulblets: 10 for .40, 100 for \$3.29, 1000 for \$22.40 with 250 or 500 at the thousand rate.

CHARMAINE

Here is a gladiolus that seems to fill a distinct gap that has been existing, namely, an early flowering variety having large florets of an unusual or as some say, a new color. Also it has very good vigor, producing a husky, well balanced spike. The color is really beautiful, being a rich, smooth medium rose. This color sets CHARMAINE in a class away off by itself. As one of the largest growers we know of told us at the Michigan Show, where we showed a basket of it in our trade exhibit—"It has no competition."

We were fortunate this year in having it bloom a little later than in former years, therefore we used the late season to good advantage and showed it in non-competitive display at the Michigan, Ohio and Empire State societies shows. Charmaine is a very good exhibition variety if you plant so as to be in bloom late enough for the average season shows; usually it comes into bloom too early. For instance, quoting from a letter, —"CHARMAINE won first at Boston easily, nothing could touch it. We are in love with this glad. It is a color we have neded badly."

Received a report from a leading California grower the other day saying: "We sure liked that CHARMAINE, it is a very, very lovely glad." Indications are that this glad will become very popular, judging from enthusiastic endorsement we are receiving from various parts of the country. We are glad to say that we now have sufficient stock to be able to offer at a reduced price, also have all sizes and bulblets to offer in quantity. To you who are contemplating a purchase of small bulbs or bulblets, we might add this information, CHARMAINE is a fast grower, bulblets germinate freely and usually bloom. Foliage is broad and healthy, of a different olive-green color. Bulbs are healthy and of good appearance.

CHARMAINE prices are as follows: 3 or 5 bulbs at the 10 rate, 100 bulbs of a size at 7 times the 10 rate, and you may purchase 25 bulbs or more at the 100 rate. Postpaid.

No. 1—each .....	\$50	10 for .....	\$4.00
No. 2—each .....	.40	10 for .....	3.20
No. 3—each .....	.30	10 for .....	2.40
No. 4—each .....	.20	10 for .....	1.60
No. 5—each .....	.15	10 for .....	1.20
No. 6—each .....	.10	10 for .....	.80

Bulblets: 10 for 25c, 100 for \$2.00, 1000 for \$12.00, 250 or 500 bulblets at the thousand rate.



## NEW VARIETIES OF SPECIAL MERIT

**MISTY DAWN.** (Marion C. Rich). After observing this fine new glad for the past two years, as grown by Mr. Rich and here on trial in our own fields, we decided that here was a really distinctive new smoky. On top of its vigorous growth and unusual beauty we have found it to be an unusually good keeper, having kept it in our store for two full weeks with the top florets opening in very good shape. **MISTY DAWN** is a top-notch exhibition variety, not yet shown at most of the shows, but I was pleased to see winning spikes of it at the Ohio show as exhibited by Mr. Evans, where it was placed first in its class. Also it has now to its credit, both Honorable Mention (first year award) and Commendation Award (second year) at our Empire State exhibitions. Here is the description as furnished by Mr. Rich:

"Color, soft smoky gray or blue-salmon, light bluish flakes at edges, smoky orange-red blotch. Texture, good. Healthy, strong grower. Prolific and excellent bulblet germination. 54 to 69 inches tall, 22 inch to 28 inch flower head. Florets 5½ to 1 inches diameter, 6 to 9 open. 16 to 18 buds. Generally straight and good placement," (Picardy X Golden Dream Sdng.)

Personally I like this variety very much and you will agree that it far out-classes most anything you have seen in its class, regardless where originated. Its low introductory price makes it one of the real buys of the year. Try it out against anything it its color class regardless of price. Am sure you will be pleased.

Bulbs, any size, 50c each, bulblets 10 for 50c.

Ten bulbs for \$4.00; 100 bulblets for \$4.00.

**MIDNIGHT RED.** (Rich). Here is the dark red that performs beautifully, both in the field and in storage after being cut. It will build up a fine shapely spike that can win in the shows. As we have grown it we find that under equal conditions it actually performs better than any other black-red we have yet tried. **MIDNIGHT RED** will be found to be a variety that you will be glad to know in quantity. This year gave a nice increase in stock, so therefore we have decided to lower the price to a half-dollar and as we indicated in last year's catalog that there would be no price change this year we will give those of you who purchased at last year's prices, the same number of bulbs free, for instance, if you bought a bulb at a dollar last season, you are entitled to another one this year, free. We herewith repeat the originator's description:

"Parentage Morocco X Marmora. Color very dark red, velvety and glistening. Very small narrow cream stripe well back on lower petals. Buds are black. Arrangement always perfect. Spikes always straight. Foliage good and healthy. Substance excellent. Plain petals, wide open florets. Fair propagator. Good size, healthy bulbs. Average height, 53 inches, 23 inch flower head, 15 buds, six open. 5 inch florets. 70 to 80 days to bloom." Received Commendation Award, Empire State this year.

E. A. LINS at Spring Green Grounds gave us a good report on this one, and reports from elsewhere indicate that this will be a popular gladiolus. We personally recommend a sizeable trial at these low prices. Each: large, 50 cents; medium, 35 cents; small, 20 cents. Bulblets, 10 for 30 cents; 100 for \$2.50. Ten bulbs at the price of eight. Five bulbs at the ten rate.

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Minnesota. "I am sure you will be interested to know what success we had with your American Commander we got from you last Spring. We got a very good growth from bulblets and has many blossoms on them. The bulbs did exceptionally well also. The spikes were all straight and stood up well. Am much pleased to get such a nice start in such a fine variety."



## FOUR FINE GLADS ORIGINATED BY GLAD-A-WAY GARDENS

**BINGO.** A fine new sport of Picardy. Color, soft cream-white, almost buff, with blended rose marking like Picardy, in throat. Growth, size, substance and other features identical with Picardy. Placed first this year at a number of shows: Maryland, Minneapolis National, Pacific Northwest, etc. It is really superfluous to elaborate on the merits of this fine new glad, as it is a Picardy of a new color, it is therefore sure to be popular.

**SWEET ALIBI.** Ruffled deep geranium pink, with lighter throat, opens 8 to 10 large florets on a 24 inch flower head. Make-up, styling and performance are excellent. This glad gave us some very fine spikes this past season and we will be glad when we have a larger stock worked up, so that we may have plenty to cut for our own use. Midseason.

**BEAUTIFUL DREAM.** Immense shrimp pink. A beautiful smooth, rich color. This glad will give you some real heavy flower-heads. It is a good tall grower and made a hit with all who saw it in our planting the past season. With us it has a fault, crooks some from large bulbs, but was better in this respect this year than the first year we grew it. Any how when you see what wonderful spikes you get from smaller bulbs you will feel well repaid. Try it.

**NORTH WIND.** This glad exemplifies size with an unusual quality, delicacy. A daintily ruffled frosty white with small rose spot in throat. This is not quite as heavy a grower as the above three, but for all around charm I think it is hard to beat. With only fair culture I find it to be better than some others in its class.

All four above varieties priced as follows:

	large	medium	small	bulblets
Each .....	.40	.25	.15	100 for \$3.00
Per 10 .....	3.20	2.00	1.50	

## TWO BEAUTIES BY BRAUER

**SUMMER BREEZE.** You will surely want a FRAGRANT glad in your collection. This is the most really fragrant gladiolus we have seen; beside having a sweet rose-like fragrance, it is a fine cut-flower. Color is rich pink with heavily ruffled petals of heavy substance. Opens four to five four inch florets on a medium tall spike. This is not a chance seedling, but is the result of careful breeding by our leading hybridizer of fragrant glads. Good grower and propagator. Be sure to try it. Price per each—large \$1.00; medium, 75c; small, 40c; bulblets, 10 for \$1.00; 100 for 7.50.

**JACINTH.** In our search for good early varieties we were much pleased with last year's trial of this glad. Looks like a real good cut-flower, being early and of extra fine color, which is a warm orange blend with a lavender suffusion. A good tall grower opening six or seven wide open large flowers. Good propagator and a nice keeper.

Prices are:

	large	medium	small	bulblets
Each .....	.50	.30	.15	10 for .25
Per ten .....	4.00	2.00	1.00	100 for 2.00



## FOUR FINE HOLLAND VARIETIES

**CLINGENDAAL.** An early glad of stalwart growth. Color is a sort of bright brick-red or orange-scarlet, lighter in throat. Carries six good size wide open florets of good texture, ruffled. A very good propagator and a nicely behaved variety in every way. If you are looking for something that is bright and early, try this.

**PURPLE BEAUTY.** Growers of this fine new purple all unite in saying it is the best purple to date. It is our favorite in this color class. Has nicely formed florets of good substance. Opens well when cut tight. Produces good spikes from small bulbs. A good propagator and a nice grower. A variety you will eventually grow.

Prices of the two above varieties are as follows:

	No. 1	2	3	4	5	6	bulblets
Each	.50	.40	.30	.20	.15	.10	10 for .25
10	4.00	3.20	2.40	1.60	1.20	.80	100 for 2.00
100	28.00	22.00	17.00	12.00	9.00	6.00	1000 for 14.00

**DR. DENTZ.** This glad is early too. Color is a clean solid pink, somewhat rosy pink. A good tall grower opening five large flat open florets, on a good length head. A very likeable gladiolus.

	No. 1	2	3	4	5	6	bulblets
Each	.20	.20	.15	.15	.10	2-.10	50 for .25
10	1.60	1.60	1.20	1.20	.80	.40	100 for .50
100	12.00	10.00	8.00	7.00	6.00		1000 for 4.00

**SCHOONOORD.** A fine, tall and straight pure white. A very charming variety. This seems to be a nice, healthy grower, and it produces healthy, good looking bulbs. Some growers have called this the perfect white. Midseason. Stock limited.

	No. 1	2	3	4	5	6	bulblets
Each	.30	.25	.20	.15	.10	2-.15	15 for .25
10	2.40	2.00	1.60	1.20	.80	.60	100 for 1.60

**SPECIAL.** Ten large bulbs of each of the above four varieties, (40 bulbs) post-paid for \$8.00. Ten medium bulbs of each for \$5.50 postpaid.

## VITERA—A NEW FERTILIZER

Glad fans and flower growers in general will welcome this new brand of fertilizer which, while moderate in price, has marked advantages over the kinds they have been accustomed to using. The beauty of this new plant food is that it does not contain any "filler" that has no feeding value for growing plants; for as its base is dehydrated, pulverized cattle manure. This is a good plant food in itself. On top of this valuable feature is a scientific compounding of rare and essential elements which give quick results, and also is effective over a long range of time. If you do not use it all the first season it will keep over in good shape for the next season's use.

Vitera is put up in various sized packages and it would be a good idea to order some to ship with your bulbs. It must be sent by express or freight, as fertilizer cannot be sent through the mails. We can personally recommend this fertilizer very highly. We will be glad to furnish quotations on larger quantities.

The prices given here are quoted F. O. B. Warsaw, N. Y.

5 pound package.....	\$ .45	50 pound package.....	2.30
10 pound package.....	.80	100 pound package.....	3.50
25 pound package.....	1.60		

## GENERAL LIST

All bulbs listed herein are quoted prepaid, postage or express, and we will ship to you the way conditions warrant best. We also issue a wholesale list to large growers and dealers who can use larger quantities of bulbs. If you are a grower and wish quotations on any variety listed, in quantity, we will be glad to hear from you. 5 bulbs at the 10 rate, 25 bulbs at the 100 rate.

Variety	per	large	med.	small	bulblets per	
<b>ADLER.</b> A large wide-open scarlet from Europe. Tall grower, midseason, with fair length flower head.	1 10	\$0.20 1.60	.15 1.20	.10 .80	25	\$0.25
<b>AFLAME.</b> Giant flaming begonia rose. Always popular.	1 10 100	.05 .40 2.50	3-.10 .30 1.80	6-.10 .20 1.00	100	.25 .25
<b>ALICE REID.</b> We have now grown this variety several years and find it to be the best early light pink. Tall grower with stiff wiry stem holding several good size beautiful clear pink flowers.	1 10 100	.05 .40 2.50	3-.10 .30 1.80	6-.10 .20 1.00	100	.25
<b>ALIGHT.</b> A sport of Aflame. Identical except color which is a bright pink with large white throat blotch.	1 10	.10 .50	2-.10 .30	4-.10	25	.20
<b>AMADOR.</b> Glistening bright red. A popular variety.	1 10	.05 .40	3-.10 .30	6-.10 .20	100	.25
<b>AMBERGLOW.</b> Sort of a new amber-yellow color. We think this is very fine. Nice tall grower with long flower head.	1 10	.15 1.20	.10 .80		100	.60
<b>AVE MARIA.</b> This has been a very popular early medium blue, and will no doubt be for some time to come. Good size florists, several open.	1 10	.05 .40	3-.10 .30	6-.10 .15	100	.15
<b>BAGDAD.</b> Big smoky old rose. Always a popular smoky.	1 10 100	.05 .40 2.50	3-.10 .30 1.80		100	.15
<b>BEACON.</b> Well named. It really stands like a high bright light. Color is a salmon-scarlet with large cream throat. A good tall grower with several open.	1 10 100	.10 .60 4.80	.05 .40 3.29	4-.10 .20 1.60	100	.40 .40
<b>BEAUTIFUL OHIO.</b> Clear lavender-rose. Exquisite color. Has won several awards. A nice florists variety.	1 10 100	.20 1.60 8.00	.15 1.20 5.00	2-.15 .60 3.00	50 100 1000	.25 .40 2.80
<b>BIT O' HEAVEN.</b> Flashy new orange color. Tall spike with many open.	1 10 100	.07 .50 4.00	.05 .40 3.00		100	.15
<b>BLANCHE W. RICH.</b> Unusually nice rose pink with a good length flower head.	1 10 100	.07 .50 4.00	.05 .35 2.75	4-.10 .20 1.60	100 1000	.25 1.75
<b>BLUE BEAUTY.</b> Strong growing medium blue. We like this.	1 10	.10 .80	.05 .50	3-.10 .30	100	.25
<b>CHARLES DICKENS.</b> The standard tall ruddy purple.	1 10	.05 .40	3-.10 .30	6-.10 .20	100	.15



Variety	per	large	med.	small	bulblets per	
<b>COLONIAL MAID.</b> Distinctive light lavender. Tall with a long flower head. A fine variety. Healthy grower.	1 10	.40 3.20	.30 2.40	.20 1.60	20	.25
<b>CREVE COUER.</b> Tall growing burnt orange with darker blotch. Consistent performer.	1 10	.07 .50	3-.10 .30		100	.15
<b>DEBONAIRE.</b> Tall vigorous light pink. Always straight.	1 10	.05 .40	3-.10 .30		100	.15
<b>DR. VERHAGE.</b> A new one from Holland that looks bright and promising. Rosy scarlet with geranium red blotch. A novelty you will want in your collection.	1 10		.50 4.00	.30 2.40	10 100	.35 2.80
<b>EARLY MELODY.</b> Tall lavender pink. Nice color, nice grower.	1 10 100	.05 .40 2.50	3-.10 .25 1.80		100	.15
<b>EARLY PEACH.</b> Light peach-red. Long spike. Nice color.	1 10	.05 .40	3-.10 .30	6-.10 .20	100	.15
<b>E. I. FARRINGTON.</b> Light yellow of precise placement. Pretty.	1 10	.05 .40	3-.10 .30		100	.15
<b>ESCORT.</b> A nice early creamy white not well enough known, has several open.	1 10	.05 .50	3-.10 .35	5-.10 .20	100	.20
<b>FLORA FARMER.</b> Here is one of the most beautiful varieties. Pink beautifully blended to a creamy white throat. Free grower and propagator.	1 10	.75 6.00	.50 4.00	.30 2.40	10	.80
<b>FRANCES CARTWRIGHT.</b> Clear orange-pink. Fairly early and a good cut-flower.	1. 10 100	.05 .50 3.00	3-.10 .30 2.20	5-.10 .20 1.60	100	.15
<b>FRAU DR. HANIEL.</b> Bright cherry red from Holland. Large bloom.	1 10	.10 .80	.05 .40	3-.10 .25	25	.25
<b>GOLDEN CHIMES.</b> Nice ruffled light yellow. Tall grower. Pretty.	1 10	2-.15 .50	3-.10 .30	5-.10 .20	25	.15
<b>GOLD DUST.</b> Large flowering rich yellow. Our favorite in this color.	1 .10	.10 .80	2-.15 .50	2-.10 .35	25	.15
<b>GLADDIE BOY.</b> Brilliant orange-pink always growing straight. We have grown this several years and find it to be a most reliable early cut-flower.	1 10 100	.05 .40 2.50	3-.10 .30 1.80	6-.10 .20 1.20	100	.15
<b>HECTOR.</b> Very large salmon-scarlet. Medium height, ruffled, fairly early.	1 10	.07 .50	4-.15 .30	5-.10 .20	100	.15
<b>HILDRED.</b> Medium lavender with several open on a long spike.	1 10	.35 2.80	.25 2.00	.15 -.20	25 100	.25 .80
<b>INDIAN PRINCESS.</b> Heavily ruffled Tyrian rose. Medium sized florets and a tall spike. Good propagator and a decided novelty.	1 10	.25 2.00	.15 1.20	.10 .80	25 100	.20 .65
<b>IRAK.</b> Beautiful sport of Bagdad; lavender gray, sort of dove color.	1 10	.07 .60	2-.10 .40	3-.10 .30	20	.10

Variety	per	large	med.	small	bulblets per	
<b>ISOLA BELLA.</b> Large lavender, ruffled, several open. Attractive.	1 10	.10 .80	2-.15 .60		15	.10
<b>J. S. BACH.</b> Immense salmon scarlet with many open at once. Early and a fine cut-flower.	1 10 100	.07 .60 4.50	3-.15 .40 3.00		20 100	.10 .40
<b>JOSEPH HAYDN.</b> Large light blue with large dark blue blotch. Striking novelty and very popular.	1 10	.30 2.40	.20 1.60	.15 1.20		
<b>KING ARTHUR.</b> Large ruffled dark lavender. Unusual color.	1 10	.06 .50	3-.10 .30	5-.10 .20	100	.15
<b>LAVENDER QUEEN.</b> Rich medium lavender on a tall spike. Expect this to become very popular.	1 10	.10 .80	2-.15 .60	3-.10 .30	25 100	.15 .50
<b>LIBELLE.</b> Nice round florets of a good shade of medium blue. Early.	1 10	.05 .40	3-.10 .30	5-.10 .20	100	.15
<b>MAID OF ORLEANS.</b> Probably the most satisfactory and most popular of the white glads.	1 10 100	.05 .40 2.50	4-.15 .30 1.80	5-.10 .15 1.20	100	.15
<b>MARGARET BEATON.</b> Immense white with small scarlet blotch. We like it very much. Will be very popular.	1 10	.40 3.20	.30 2.40	.20 1.60	10 100	.25 2.50
<b>MARGARET FULTON.</b> Beautiful clar salmon-rose. A fine second early variety, Good keeper and grower.	1 10 100	.05 .40 2.25	3-.10 .30 1.60	6-.10 .15 .80	100	.15
<b>MARY ANSTEEN.</b> Rich, clear begonia rose. Moderate height, but makes a nice head, and is good for floral work. Fairly early.	1 10 100	.07 .50 2.50	2-.10 .35 1.80	4-.10 .20 1.20	100	.15
<b>MARY ELIZABETH.</b> Fine ruffled creamy white. Nice tall grower and a fine late cut-flower.	1 10 100	.05 .40	3-.10 .30 1.60	6-.10 .15 .8\$	100	.15
<b>MASTER MYRON.</b> A fine new medium red introduced by Heberling last year, originated by Kreuger, and has been well received.	1 10	1.00 9.00	1.00 9.00	1.00 9.00	1 10	.10 1.00
<b>MAX REGER.</b> Light lavender blue of an attractive shade. Popular.	1 10	.07 .50	2-.10 .35	3-.10 .25	15 100	.10 .50
<b>MINUET.</b> Still the leading lavender. One all should have.	1 10 100	.05 .40 2.50	3-.10 .30 1.80	5-.10 .20 1.20	100	.15
<b>MISS MARION.</b> An early attractive lavender with cream blotch.	1 10	.10 .80	2-.15 .60	4-.15 .30	100	.40
<b>MISS NEW ZEALAND.</b> A very large flower of salmon pink. Tall grower.	1 10	.07 .60	2-.10 .40		15	.10
<b>MOROCCO.</b> The standard black-red variety. Good grower and propagator.	1 10	.05 .40	3-.10 .30	5-.10 .20	100	.15
<b>MOTHER MACHREE.</b> Immensely popular smoky, lavender, resembling sunset colors.	1 10	.05 .50	3-.10 .35	4-.10 .25	100	.15



Variety	per	large	med.	small	bulblets per	
<b>MR. VAN TIENHOVEN.</b> Very large scarlet from Europe. Tall grower.	1 10	.10 .80	2-.15 .60	4-.15 .35	10 100	.10 .80
<b>MRS. W. P. CHRYSLER.</b> Attractive ruffled and curled pink. Nice.	1	.50	.30		5	.15
<b>NEW ERA.</b> Heavily ruffled clear pink of unusual beauty.	1 10	.15 1.20	.10 .80	.05 .40	10	.15
<b>PHYLLIS McQUISTON.</b> Very fine clear pink. Good size round florets.	1 10	.05 .40	3-.10 .30	5-.10 .20	100	.15
<b>PICARDY.</b> Most popular large shrimp pink, always in demand.	1 10	.05 .40	3-.10 .30	6-.10 .15	100	.15
<b>QUEEN OF BREMEN.</b> Very beautiful moderate sized bright lavender. Tall, free blooming, early.	1 10 100	.05 .40 2.00	3-.10 .25 1.40	6-.10 .15 .80	100	.15
<b>RAMSEY McDONALD.</b> Tall, attractive purple.	1 10	.05 .40	3-.10 .30	5-.10 .20	100	.25
<b>RED PHIPPS.</b> Clear, light red, several open on straight spike.	1 10	.05 .40	3-.10 .30	5-.10 .20	100	.15
<b>RED LORY.</b> Rose red, tall heavy spike with several open at once.	1 10	.0 .40	53-.10 .30	5-.10 .20	100	.15
<b>ROI SOLEIL.</b> Extra early medium yellow. Very satisfactory. Good size and growth.	1 10 100	.05 .40 2.25	3-.10 .25 1.60	6-.10 .15 1.00	100	.15
<b>ROSA VAN LIMA.</b> Clear, pure pink. This is becoming popular because of its good qualities. Is fairly early and will soon be grown in quantity everywhere.	1 10 100	.15 1.00 7.00	.10 .80 5.00	.05 .40 2.50	100	1.00
<b>REWI FALLU.</b> Large dark red from Australia. Very well liked in its color class.	1 10	.07 .60	2-.10 .40	4-.10 .30	100	.50
<b>SALBACH'S ORCHID.</b> Lavender pink, somewhat like minuet, but earlier and more pink.	1 10	.05 .40	3-.10 .30		100	.15
<b>SEÑORITA.</b> Big flashy orange. An unusual variety.	1 10	.05 .40	3-.10 .30	5-.10 .20	100	.20
<b>SHIRLEY TEMPLE.</b> Beautiful cream heavily ruffled. Comes straight in cooler weather, then it is outstanding.	1 10	.07 .50	2-.10 .35	5-.10 .20	100	.15
<b>SONATINE.</b> Tall, straight clear pink. Good cut-lower.	1 10	.05 .45	3-.10 .30		100	.15
<b>SONNEVANCH.</b> Another European clear pink. This is early and very attractive.	1 10	.08 .60	2-.10 .40	3-.10 .30	100	.50
<b>STAR OF BETHLEHEM.</b> Very fine tall pure white. This variety has been healthy with us.	1 10 100	.05 .50 2.50	3-.10 .35 1.80	5-.10 .20 1.20	100	.15
<b>THE FIRST.</b> Really a first early. White with slight markings in the throat. Tall grower.	1 10	.10 .80	2-.15 .60	3-.15 .40	10 100	.10 .80

Variety	per	large	med.	small	bulblets per	
<b>TOKEN.</b> Early commercial bright salmon. Ruffled and very attractive.	1 10 100	.06 .50 2.50	3-.10 .30 1.80	6-.10 .20 1.20	100	.15
<b>VAGABOND PRINCE.</b> Outstanding brownish-red with cherry red blotch. Several open.	1 10	.06 .50	3-.10 .30	6-.10 .20	100	.15
<b>VELA.</b> Nice rosy carmine from Europe. Good propagator.	1 10	.20 1.60	.15 1.20	2-.15 .60	25	.25
<b>WINGS OF SONG.</b> Large rose-pink with lighter throat. Heavy well proportioned spike with several open. We consider this an exceptionally fine glad.	1 10	.50 4.00	.30 2.40	.15 1.20	5 25	.20 .75
<b>YELLOW EMPEROR.</b> Rich yellow of stalwart growth. Good.	1 10	.15 1.20	.10 .80		25	.10
<b>ZAUBERFLOTE.</b> Large flower of peach rose with darker blotch, good number open on a good length spike. Fairly early.	1 10	.10 .80	2-.15 .50	3-.10 .30	25	.15
<b>ZUNI.</b> A large smoky silvery rose. A very fine glad.	1 10	.15 1.20	2-.15 .60	3-.10 .30	10 100	.15 .50

## NEW VARIETY BULBLET COLLECTION

American Commander, Charmaine, Clingendaal, Colonial Maid, Indian Princess, Rosa Van Lima, Purple Beauty, Schoonoord, Wings of Song, Zuni. 10 bulblets of each for \$1.90. Double the order for \$3.60.

COLLECTION NO. 2. The above ten varieties in small bulbs. Five small bulbs of each, regular catalog value, if purchased separately would be \$5.00. Yours postpaid for \$4.40. Double the order for \$8.00.

COLLECTION NO. 3. The above ten varieties in one number three bulbs of each for \$2.10. Double the order for \$3.90. These will all produce very nice spikes.

RUFFLED COLLECTION. COLLECTION NO. 4. Clingendaal, Golden Chimes, Indian Princess, King Arthur, Mary Elizabeth, Mrs. W. P. Chrysler, New Era, Shirley Temple, Token, Zuni. Ten fine ruffled varieties giving a nice range of color. Two large bulbs of each for \$2.90 postpaid. You may double the order for \$5.00 and receive a valuable bulb of a new variety free.





WITH  
**VITERA**  
*The Life of Soil*







# THE COMPLETE PLANT FOOD

*With a Pulverized Manure Base*

Use VITERA, if you want your lawn and garden to bloom more luxuriantly. This scientifically compounded plant food will make your grass grow greener, your flowers brighter, your vegetables bigger, your shrubs and trees sturdier.

VITERA is indeed a complete plant food. In addition to its base of dried, concentrated barnyard manure, it contains all of the rare elements listed here. Each of these ingredients is present for a scientific reason. All are correctly balanced to supply valuable plant diet. VITERA is a specially manufactured plant food which will produce healthier growth under ordinary growing conditions. It positively is not a by-product.

## **Assures Vital Moisture**

As you know, plants can thrive only when they have a steady supply of food. But plants cannot use dry food, like we humans. It must be moist or it is useless.

That is why you hear so much about humus. Humus acts like a sponge in the soil. It holds water and assures the plants of a valuable, moist diet.

Ordinary chemical fertilizers supply no humus. VITERA supplies ample humus, as well as plant food. It contains a base of barnyard manure, the best source of humus. It also contains

## **VITERA**

is a scientifically balanced  
ration of

NITROGEN	SODIUM
PHOSPHORIC ACID	COPPER
POTASH	NITRATE OF SODA
MANGANESE	SULPHATE OF AMMONIA
MAGNESIUM	AMMONIUM
CALCIUM	PHOSPHATE
SULPHUR	DRIED BLOOD
IRON	STEAMED BONE MEAL
ZINC	DRIED MEAT
BORON	SUPER PHOSPHATE
CHLORINE	MURIATE OF POTASH
CARBON	
ALUMINUM	
PULVERIZED MANURE BASE	

other organic material such as dried blood, dried meat and steamed bone meal, which are excellent producers of humus in the soil.

## **An Advanced Fertilizer**

If you fertilize with VITERA you are supplying plants or lawn with the food elements they need for healthier growth. You are also providing necessary humus so your plants can use the food to best advantage.

In VITERA you have a quick acting fertilizer. Its formula is compounded so that soluble plant food is available to the root system within 24 hours after application.

## **Most Economical and Efficient**

VITERA is economical, too. It is partly organic and partly water soluble. The water soluble elements provide quick action and deep penetration. The organic elements remain to create humus and to release their food ingredients slowly and over a long period.

VITERA is an extremely efficient fertilizer. It provides an ample supply of all the elements necessary to plant growth. It creates valuable humus to feed plants properly. It goes to work quickly and keeps working for longer periods. It is scientifically compounded of the best materials. It is easy to use and costs no more than ordinary fertilizers.



# VITERA

*The Life of Soil*

FOR LAWNS ♦ FLOWERS ♦ VEGETABLES ♦ SHRUBS ♦ PLANTS AND TREES



# VITERA

## **For New Lawns, Flower Beds, Etc.**

Dig soil to a depth of 6 inches and break up lumps. Work in some pulverized Sheep Manure or some other form of organic material. Apply VITERA at the rate of 4 pounds to a hundred square feet and rake in well to a depth of not over 3 inches. Wet thoroughly, and let stand for a couple of days. Your garden is then ready to plant.

## **For Top Dressing Old Lawns, Gardens, Flower Beds, Etc.**

Cut and rake the grass, or if a garden, loosen up the top soil lightly with a hoe. Apply VITERA at the rate of 4 pounds to a hundred square feet and water plentifully. VITERA should never be spread on the flowers or leaves of plants. Always water thoroughly with a sprinkler or hose after applying on a lawn.

## **To Fertilize Trees**

Top dress in a ring 2 feet from the base of the tree extending outward to a distance equal to the spread of the branches. Use 1 pound of VITERA for each inch of diameter of trunk of tree at the base. Water thoroughly. Quicker results, however, will be obtained if holes are punched in the ground and VITERA poured into them. Water thoroughly.

## **For Window Boxes, Potted Plants and Potting Soil**

Sprinkle VITERA over the top of the soil at the rate of about a teaspoon or two for each quart of soil. Work in, then water thoroughly.





## TO SUIT YOUR NEED

VITERA is packed in 100-pound paper lined cotton bags, 50-pound paper lined cotton bags, 25-pound paper lined cotton bags and also in 5 and 10-pound paper packages. VITERA will store indefinitely without loss of strength if stored in a dry place. And if you do not use all you buy the first season, it can be stored away for future use the next season. When applying VITERA follow directions on the package, spread evenly, water thoroughly, and VITERA will do the rest to produce a beautiful lawn or garden or improve your house plants.

Apply VITERA about every six weeks and you will promote a luxurious growth. It will improve the color of flowers in plants, will make your vegetables crispy and will improve the tenderness and flavor of any fruit or vegetable. Apply VITERA only when the grass or foliage is dry and water immediately. If directions are followed you cannot injure in any way the most delicate plant.

Manufactured by

**A. H. CASE & CO., INC.**

1167 WILLIAM ST.

BUFFALO, N. Y.

**Distributor:**

**Edward C. New,  
Warsaw, N. Y.**







